"I know something you don't know..."

"I know
the government is
making a certain cigarette gas*
as controversial as 'tar.'

"I know
some independent researchers are
saying many low 'tar' cigarettes
are actually high in this gas*

"I know
my new Lark II
is more than low 'tar'–it reduces
this gas* dramatically.

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Source: https://www.industrydocuments.ucsf.edu/docs/pfkk0000

"I know
my new Lark II
is more than low 'tar'–it reduces
this gas* dramatically."

"And I know,
along with low 'tar' and low gas*, it
gives me a taste I really like."

"I smoke New Lark II. Only 8 mg. 'tar', 8 mg. gas.*

Because I know."

8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

*Carbon monoxide–average yield in weight per cigarette as determined by procedure developed and published by Liggett & Myers Tobacco Company, Inc.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/pfkk0000